

WMBB-TV Serving Panama City and our communities in the central Florida panhandle.

#### News Growth and Commitment to Severe Weather Coverage

WMBB-TV provides three and half hours of local news each week day and one hour on each weekend day. Our commitment to news and weather information is evident in our overall station strategies and investments.

WMBB has incrementally grown its news products from 6 hours of local news in the early 1990s to 19.5 hours weekly today. This commitment extends to public safety through a state of the art broadcast weather department with the latest technology provided by the leading meteorological vendors. Additionally, WMBB-TV has the only live weather radar in the market which provides immediate, live information on in climate weather conditions. These investments reflect our sincere desire to keep our viewers safe and secure from hurricanes and other severe weather events.

#### WMBB.Com

WMBB extends in news and weather information on its web site, WMBB.COM. During the recent hurricane season, WMBB recorded thousands of visits to our website for current information on the storm track and local information regarding shelters, road closings, school and business closings, and other critical storm related information. The Web site is used extensively throughout the year as interactive tool for television viewers. Many controversial issues broadcast during newscast have companion web stories and opportunities for viewers to cast a ballot on their attitudes. These informal polls are accompanied by comments, some of which are read on the air, to provide voice and perspective to our audience.

#### Political Coverage

WMBB has historically been the market leader with political coverage. Free air-time for state and national candidates has been extended. While not all candidates take advantage of the opportunity, many do. Under the program, candidates are given two and half minutes of unedited air time to address voters. To participate, the candidate agrees not to use the time to attack opponents, but rather to address their platforms.

Every election year, WMBB hosts two League of Women Voters Political Forum. This two hour prime time special program provides unique opportunities for every local candidate for county and state offices to appear on live before a panel of journalist and members of the LWV to answer questions. WMBB interrupts network programming to provide the public service to its viewers. This popular program has been broadcast exclusively on WMBB for more than 15 years. Voters tell us through comments, e-mails, and letters that the forums are extremely beneficial in helping them determine their choices for candidates seeking public office. The program is simulcast on the local public radio station WKGC-FM.

#### Special Projects

More than 10 years ago, WMBB began an annual special project called Panhandle Pride. This unique public service program takes our newscast into the towns and villages in our coverage area to showcase the history, future, and current state of each city. The daily news is condensed in a five minute

segment during our Five and Six PM newscast and the remaining time focuses on the rich, historical value of the people and places that make up North West Florida. The content of the programming is designed to instill pride in our heritage and environment. Aside from pre-produced content, civic leaders are also given live opportunities to detail the positive aspects of their towns.

#### Community Standards

When the ABC television network introduced the controversial program NYPD Blue, WMBB, and other ABC affiliates sent strong messages to the network regarding the provocative nature of the program. Screening by civic groups were arranged at a downtown theater and public sentiment was weighed. The management of WMBB decided to not clear the broadcast for the Panama City market based on community standards. Even though the program was ultimately cleared, the station was the last broadcaster in the country to do so. ABC was successful in convincing the producers to tone down the content of the program. WMBB's viewers spoke and we listened.

The current release of yet another controversial program "Life as we Know It" which contains sexually provocative content drew another complaint to the network from station management. Even though the station is clearing the program, a strong, locally produced parental notification and warning precedes each broadcast. WMBB believes strongly in community values and works very hard to make sure community standards are regarding for programming broadcast on the airwaves.

#### Severe Weather Coverage

2004 will long be remembered as the season of storms for most Florida residents. On three different occasions WMBB launched its severe weather plan and began broadcasting severe weather information around the clock.

During hurricane Ivan, WMBB provided 36 hours on continuous wall to wall coverage of the approaching storm and its aftermath. No other broadcaster in the market providing such a level of coverage and critical information to television viewers and radio listeners. WMBB also provided coverage to its radio audience via the Styles Media Group and their stations Talk Radio 101.1 FM, Island 106, The Wave 100.1, and 97x. This partnership extends beyond severe weather and includes daily weather and news reports.

WMBB also utilized its partnership with the newspaper The Jackson County Floridan. The newspaper, owned by our parent company Media General, Inc., provided space for an alternate studio to be established in the event the television lost its local capability to broadcast. The studio was manned by WMBB meteorologist and anchors/reporters from other Media General properties. Fortunately, the station did not activate the studio but had it been required, viewers and listeners would have benefited from the stations commitment and planning.

#### Friend to the Arts/Cultural Programming

Our morning news program, News 13 This Morning, has consistently provided opportunities for the local are community to appear on its morning broadcast. The Bay Arts Alliance has enjoyed tremendous access through the program and have promoted local artist, exhibits, and numerous special projects.

WMBB is the official Florida Seafood Festival weather station and provides weekly weather updates for one of state's most historic celebrations.

WMBB works in conjunction with all area chambers of commerce to promote noteworthy civic and cultural events such as the Gulf County Scallop Festival,

Walton County Community Days, and Bay County Chamber of Commerce's Industry Appreciation Week.

The station provides news time and promotional support to the annual drive for the Panama City Music Association who brings numerous cultural events to the Panama City Marina Civic Center.

#### Community Service

WMBB provides much Public service. We televise the Childrens Miracle net work and the Jerry Lewis Telethon. Our local personalities are very involved in both telecasts. WMBB also works with the Panama City Marine Institue producing and promoting a live auction. This organization is a school for Teens at risk. Over the years we have over \$100,000 for the school. We also particapate in Childrens and Families Kidfest each spring. We promote the event and man a booth at the event. The purpose of the event is to enhance the quality of life for the areas kids. In the last couple years we have sponsored and put on Kindervision which educates small children on how to be safe. We work with Habitat For Humanity and The Salvation Army on a regualr basis. At holiday time we are the main media sponsor for Toys for Kids, a huge effort to make the holidays a happy time for the disadvantaged families. We also do a campaign called Christmas Cards for Seniors which encourages viewers to send Christmas to seniors that have no local family. Just recently we have opened up discussions with Chatholic Charities to help them with fund raising. One of the biggest projects we undertake is the Jefferson Awards which recognizes the Unsung Heros in our community. WMBB has done this for over 10 years.

Bill Byrd

GM